



## **ENERGY STAR® Award for Leadership in Energy Management**

### **Dutchess Community College**

*Poughkeepsie, New York*

**DUTCHESS**  
COMMUNITY COLLEGE

Dutchess Community College maintains a leadership position among the State University of New York (SUNY) 30-campus, community college system. Its aggressive energy efficiency goals, a 35 percent reduction by 2010, revolve around the College's five-year Strategic Master Plan and the state's energy master plan. Demonstrating strong organization-wide commitment, Dutchess has assembled an impressive team that distributes energy management responsibilities across all major College departments, from the President's office where goals are set, to the Dean of Administration, Director of Purchasing, Facilities, Community Relations, Student Affairs and Academic departments.

Central to its success is a strategy of partnering with energy efficiency companies and organizations to achieve its goals. Taking part in ENERGY STAR, NYSERDA's energy grant program, and a performance contract with Johnson Controls, Inc. has led Dutchess to reduce overall energy use 13 percent, equivalent to the salary of an additional professor per year. The President and Executive staff have made significant efforts to communicate the value of their energy efficiency efforts to the campus staff and students, the local community, and the statewide and national education community through its newsletter, web site, Earth Day event, brochures, training program, seminars, and other communication vehicles.

**Food Lion, LLC***Salisbury, North Carolina*

Food Lion, LLC, a subsidiary of Brussels-based Delhaize Group, operates more than 1,200 supermarkets in 11 Southeastern and Mid-Atlantic states. A second time ENERGY STAR award winner, Food Lion has further demonstrated the value of superior energy performance to its bottom line. By fully integrating energy management throughout its business practices, Food Lion tripled its energy savings in just one year. In 2002, Food Lion achieved energy savings of 5 percent, and annualized cost savings of nearly \$15 million, despite increasing its net square footage by two percent. The company tracks 10 cents of its earnings per share to its energy accomplishments. In addition to various technology and system upgrades, Food Lion has implemented several highly successful initiatives including establishing a corporate energy awareness program designed to capitalize on the contributions of Food Lion's 86,000 employees; increasing funds dedicated to energy performance improvement projects; and implementing an Energy Bonus Program to reward employees who oversee its most energy-efficient stores. Food Lion's 2002 reductions in energy consumption are the equivalent of increasing sales by \$465 million, or the same as eliminating the energy use of 55 stores. Pollution prevention resulting from Food Lion's 2002 energy reduction efforts is the equivalent of removing 27,000 cars from the road or planting 37,000 acres of trees.

**Hines***Houston, Texas*

# Hines

Hines, one of the largest privately held real estate development, investment, and management companies in the world, has a reputation for developing and maintaining buildings with superior amenities, services, and quality. Among these attributes, is the Hines reputation for exceptional engineering and energy performance. Hines has benchmarked its entire eligible real estate portfolio, representing over 62 million square feet. Hines holds the largest square footage of ENERGY STAR qualified properties in the nation. Through dedication and continuous improvement, Hines has achieved an average portfolio-wide score of 70 out of 100. In 2002, Hines continued to evolve and deepen its partnership with ENERGY STAR by giving industry presentations, hosting events, publishing articles and press releases, and promoting the value of ENERGY STAR to commercial real estate companies. Another way Hines promotes and demonstrates its outstanding partnership is by proactively communicating to tenants and joint venture partners that cost effective and efficient use of energy is not only good for the environment, but also good for the bottom line.



## **Poudre School District**

*Fort Collins, Colorado*

Since the Poudre School District Board of Education adopted an Energy Conservation Policy in 1996, the school district has developed short and long term strategies to increase energy awareness and efficiency in facility management and curriculum development. The District tracks all of its utility expenditures and notes changes on a monthly basis. In 2002, 10 additional schools surpassed ENERGY STAR performance levels, doubling the total number of ENERGY STAR qualifying schools, which now comprise more than 40 percent of the District's school portfolio. To demonstrate its commitment to continuous improvement, Poudre has documented an average increase across its 47 benchmarked schools from a score of 61 to 66 in the past year, equivalent to a 7 percent energy reduction district wide. Facility representatives present the ENERGY STAR label directly to the custodial staff and Principal, and often the Principal holds an assembly to announce the school's achievement. As an incentive to school staff to do their part to reduce energy by 10 percent, the District provides energy rebates that channel savings back to the school for education.



## **Raytheon Company**

*Lexington, Massachusetts*

# **Raytheon**

Raytheon Company, one of the world's largest defense and aerospace systems suppliers, is committed to strategic management of energy throughout its operations. Raytheon's corporate culture encourages a commitment to continuous improvement. To set the tone for achievement, the company has instituted several key management steps. These include the commitment of top executives to energy efficiency, a corporate energy policy that affects all operations, use of its partnership with ENERGY STAR to promote the energy program, an extensive tracking system that incorporates all facilities in the company, and benchmarking of these sites over time and against one another. Raytheon has successfully applied the Six Sigma approach to its management of energy. Under its comprehensive energy program, Raytheon Energy Action Program (REAP), the company has saved over \$6.8 million and 26 million kWh in the past year alone. These savings are equivalent to powering a community of 2,600 U.S. homes or removing 3,300 cars from the road each year.

**Starwood Hotels & Resorts Worldwide, Inc.***White Plains, New York*

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel companies in the United States, owning, operating, and franchising over 700 hotels in 80 countries. Its brands include Four Points, Sheraton, St. Regis, The Luxury Collection, Westin, and W Hotels. A team of engineers and accountants is dedicated exclusively to improving energy performance throughout Starwood properties. Starwood's "Energy Management is Good Business" strategy is centered around its commitment to making energy management everyone's responsibility. This commitment includes benchmarking and identifying best practices across its portfolio, providing financial incentives for accomplishments, and improving management practices as well as exploring new technologies. Working in conjunction with its energy service provider, Starwood benchmarked all of its owned and managed hotels. Now, Starwood plans on applying for labels for leading hotels to demonstrate its environmental commitment to guests and the public. At the Energy Efficiency Forum in June of 2002, Starwood's Sheraton Boston Hotel was recognized by EPA Administrator Christine Todd Whitman as one of the first hotels to achieve the ENERGY STAR label. Starwood invested approximately \$4.6 million in energy projects in 2002 and saved \$1.3 million, the equivalent to renting 9,800 additional rooms and saving over 18 million pounds of carbon dioxide.



## **USAA Real Estate Company**

*San Antonio, Texas*

USAA Real Estate Company is the investor, owner, and manager of real estate for its parent organization, USAA, a worldwide insurance and diversified financial services association. USAA Real Estate Company maximizes the value of its investment portfolio through hands-on, intensive, creative, and service-oriented property management. USAA joined ENERGY STAR in 2001, benchmarked 100 percent of its eligible portfolio by early 2002, and qualified for the ENERGY STAR label for almost half of those properties. In practicing its organization-wide commitment to improved energy performance, USAA worked with ENERGY STAR to create an in-house training program for building managers, customized an energy strategy to guide their efforts, and introduced ENERGY STAR benchmarking requirements to their national operating engineering service providers. The strategy included cost and use monitoring, energy efficiency retrofits, physical audits of properties, and a national approach to energy procurement. USAA also introduced an aggressive campaign to communicate the value and benefit for tenants due to the company's energy efficiency efforts. USAA improved the energy performance of their portfolio by 5 percent in the past year and is successfully translating energy performance improvements directly to the bottom line. One example is a property in California that sold for an additional \$1.5 million. USAA attributes the increased sale price to energy saving retrofits and procured power that translate into reduced operating costs and higher net operating income.



**USAA Real Estate Company**

*Investor · Developer · Manager*



## **ENERGY STAR® Award for Excellence in Business and Institutional Outreach**



American Society for Healthcare Engineering  
of the American Hospital Association

### **American Society for Healthcare Engineering of the American Hospital Association (ASHE)**

*Chicago, Illinois*

The American Society for Healthcare Engineering believes improving energy efficiency in hospitals is an important part of promoting continuous improvement in the healthcare engineering profession. After all, the healthcare industry has the second highest energy intensity among all commercial building types, spending more than \$6 billion annually in energy costs. With improvement of healthcare energy performance a top priority in 2002, ASHE actively encouraged its 6000 members to join ENERGY STAR and to use the program's tools to track and manage energy, incorporate energy efficiency into new building design and construction, and apply for the ENERGY STAR label when eligible. Demonstrating exceptional collaboration with EPA, ASHE invited ENERGY STAR representatives to write a regular guest column in their new bi-monthly member magazine with a readership of 12,000. ASHE ran two full-page color public service announcements in the magazine, and regularly promoted ENERGY STAR initiatives to its membership through its weekly electronic newsletter. ASHE also invited an ENERGY STAR representative to speak at its national conferences and state chapter meetings, enabling 150 of its members to be trained on EPA's national energy performance rating system. ASHE used the ENERGY STAR rating system for its Healthcare Energy Project, a two-year study to identify and disseminate best practices of superior energy performing hospitals.





## **ENERGY STAR® Award for Excellence in Energy Services**

### **Servidyne Systems, LLC**

*Atlanta, Georgia*

**SERVIDYNE®**  
An Abrams Company

Servidyne Systems, LLC, rounded out another stellar year with ENERGY STAR. An Atlanta-based energy solutions company specializing in energy benchmarking, facility maintenance management and monitoring, indoor air quality, building recommissioning, and related engineering services to improve building performance, Servidyne demonstrated its continued commitment to ENERGY STAR in 2002. A leader in providing benchmarking services, Servidyne staff benchmarked over 150 buildings in 2002, sponsored successful label applications for 44 buildings, and is in the process of certifying 36 more buildings in early 2003. Servidyne also embraced ENERGY STAR as an integral part of its business strategy, leveraging the label, tools and resources in its marketing materials, in its proprietary software, and in its education efforts.

Servidyne has integrated ENERGY STAR benchmarking scores within customer reports generated by its EnergyCheck software. Not only does this provide Servidyne's clients with valuable information about building energy consumption, but it also enables its clients to gauge their relative industry energy performance. Servidyne's education efforts were also strong during 2002. Senior staff conducted presentations about ENERGY STAR at major domestic and international conferences including the Third Serial International Symposium of 21st Century Shanghai Development in China—a testament to upper management's commitment to the benefits of the program. Finally, Servidyne volunteered to help EPA advance the ENERGY STAR program by participating in the Class of 2001 Label for Buildings Study, which is designed to evaluate best practices in labeled facilities.



## **Special Recognition— ENERGY STAR® Million Monitor Drive**

### **America Online, Inc.**

*Dulles, Virginia*

### **Cisco Systems**

*San Jose, California*

### **Citigroup**

*New York, New York*

### **Computer Associates**

*Islandia, New York*

### **Computer Sciences Corporation**

*El Segundo, California*

### **County of Loudoun (VA)**

*Leesburg, Virginia*

### **Harvard University— FAS Computer Energy Reduction Program**

*Cambridge, Massachusetts*

### **John F. Kennedy School of Government**

*Cambridge, Massachusetts*

### **Pitney Bowes, Inc.**

*Stamford, Connecticut*

### **Watt Watchers of Texas**

*El Paso, Texas*

In 2002, ten distinguished organizations led the charge in helping the ENERGY STAR Million Monitor Drive achieve its goal of activating the power management features of 1 million computer monitors nationwide. Collectively, these organizations activated the low power “sleep” features of their own computer monitors to deliver 37 million kWh per year in direct energy savings; many went well beyond committing to organization-wide power management to promote power management to customers, constituents, and colleagues through conference presentations, interactive web pages, and clever promotional campaigns. Some companies even built power management activation into the high-tech services they provide their clients. In addition to saving \$3 million in energy costs, these efforts will prevent 30,000 tons of carbon dioxide emissions annually—equivalent to that of 5,000 cars.